



INTERNATIONAL JAZZ DAY 2017: CREATING AN EVENT

On April 30, 2017, people around the world will represent their countries by creating their own International Jazz Day events. While taking part in a global celebration may seem intimidating, it is actually very easy to create an event.

- 1. No event is too small.** Don't have the time or money to put on a big concert, party or festival? Don't worry. Many people celebrate by getting together with friends to listen to their favorite jazz records, play records in their places of business, write blog entries or post dedications on social media. For more ideas on what you can do, visit jazzday.com/events.
- 2. Be flexible!** Do you already have something scheduled for April 30? No problem. Jazz is inclusive—we welcome you to dedicate your plans for the day to the important values of peace, intercultural dialogue and cooperation. If you are a musician, please consider dedicating your April 30 performance to the message of International Jazz Day.
- 3. Spread the word.** Not sure how many people in your community are interested in jazz and its positive values? Start small—with a listening party, a jam session, or a concert—and be sure to talk to your friends and family about what you are planning. You might be surprised at how enthusiastic people at your place of worship, community center, local restaurant, public library or even town hall are about celebrating jazz! Many of these people might have their own great ideas to add to the conversation.
- 4. Watch the All-Star Global Concert.** The annual All-Star Global Concert, featuring scores of jazz luminaries, is produced for YOU to enjoy. If you want to participate but are not sure how, you can always screen the concert for free, on-demand. It is a great chance to see some of the most renowned jazz musicians from around the world practice their craft.
- 5. Don't forget to register!** We want to hear about your event! Be sure to visit jazzday.com/register once you have finalized your details.

Questions? Comments? E-mail outreach@jazzday.com